

Professional and Managerial Branch
Miscellaneous Professional Group
Administrative Series

RIDESHARE PROGRAM COORDINATOR

12/93

Summary

Under general supervision, plan, promote, supervise and coordinate implementation and activities of the rideshare program.

Typical Duties

Develop and implement carpooling, buspooling or vanpooling programs. Involves: conducting, reviewing, analyzing and interpreting employer transportation surveys and recommending program modifications; arranging for and assisting in the contracting of transportation services and alternate fueled vehicles by third party providers; expediting, in collaboration with legal department, the implementation of program requirements including regulations, insurance and vehicle safety training.

Introduce and market ridesharing programs. Involves: Contracting and securing support from major employers, business centers and other traffic generators; making program presentation; providing ridesharing information and technical assistance and acting as liaison with companies, third party contractors, federal agencies and others; preparing promotional materials; developing and recommending marketing strategies explaining and encouraging voluntary participation in ridesharing efforts; proposing paid and public service print, radio and television advertising; producing pamphlets and news releases and scheduling educational and media events highlighting the benefits of ridesharing.

Perform program budget preparation and control. Involves: preparing grant applications for state and/or federal funds; reviewing, analyzing, facilitating and monitoring bids and contracts, in cooperation with purchasing department, of third party transportation and vehicle vendors; collecting and preparing performance information and performing ongoing analysis; submitting program reports.

Coordinate pooling programs. Involves: using ridesharing computer software and other computer applications to organize, control, and analyze ridesharing and other program data; preventing overlap and competition of services with established transportation facilities; registering and monitoring programs as they develop; mediating disputes and conflicts between program participants; recommending possible solutions to transportation problems; keeping interested parties informed of program directions; and measuring results.

Supervise, train and evaluate subordinate personnel. Involves: assigning and reviewing work; enforcing established rules and regulations, standards of conduct, work attendance and safe working practices; maintaining records and writing reports; performing related administrative duties as required.

Minimum Qualifications:

Training and Experience: Graduation from an accredited college or university with a Bachelor's degree in Business or Public Administration, Marketing, Transportation, Planning or a related field and three years of professional experience in planning, governmental contract administration or a related field including at least one year of public, client, consumer or customer contract; or an equivalent combination of training and experience.

Knowledge, Abilities and Skills: Considerable knowledge of: transportation planning; research methodology; data gathering and computer processing; good knowledge of: grant preparation; federal contract administration; reports writing; budgeting; public relations and marketing; some knowledge of: pertinent provisions of relevant regulations regarding improving air quality such as, the Clean Air Act, Intermodal Surface Transportation Efficiency Act and others.

Ability to: plan, assign, and coordinate work; encourage enthusiasm for ridesharing and gain cooperation of others; collect and analyze data; make sound decisions; express oneself clearly and concisely, both orally and in writing; recommend marketing strategy; enforce personnel rules and regulations, standards of conduct and work attendance; establish and maintain effective working relationships with fellow employees, official, rideshare participants; businesses, vendors, and the general public; maintain records and prepare reports as required.

Skill in use of personal or mainframe computers involving applications such as data base management, spread sheet, on line interactive computing, or work processing programs.

Special Requirements: May be required to work after normal working hours, during weekends and holidays.

Director of Personnel

Department Head

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